

Midlands African Chamber

2023 Annual Report





2022 - 2023

We have grown significantly!



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MAC 2023 STRATEGIC
PLAN





Who we are

- **The MAC was founded in 2020 out of a desire to help the growing businesses within the African and African American communities prosper.**
- **To carry out this mission, the Chamber serves as the voice of businesses and involves the public and private sectors in community leadership.**



Mision

To empower, connect, and champion the African and African American business communities in Nebraska and in the Midwest.

Vision

To foster a supportive business climate for African and African American entrepreneurs in the Midlands.

To build a proactive partnership with all levels of government and community organizations, to create an environment where business aspirations of diverse communities are attainable, and to promote the African and African American community's social, economic, and cultural advancement.



What We Do

We offer:

- In-person/online events covering education
- Leadership development
- Business growth
- Monthly networking events
- Annual events
- Opportunity for funding

We campaign for:

- Memberships
- Donations and grants
- Sponsorships
- Advertisements at our events and in our print and digital products.
- Partnerships

We provide opportunities in:

- Advertising
- Networking
- B2B marketing
- Advocacy
- Business funding
- Community engagement

As we evolve, we are focused on expanding the Chamber's offerings with specialized programs to garner membership and support.

MAC Staff



Karine Sokpoh
CEO



Fidele Mienso
Operations Manager



Oluwatobi Abiola
Programs Coordinator



Jean Marie Assoula
Executive Assistant

MAC Contractors



Dr. Hamza Haqqi
Contractor



Dr. Emmah Mwongeli
Contractor



Huja Sange
Programs Intern



Brandie Byrd
Accountant (Hayes and
Associates Contractor)



Baye Niang
BN Designs



2023 Board Members



Laban Njuguna
Board President and Chair
Zabuni Specialty Coffee



Martine Quartey
VP Membership
Advance Tax Solutions



Fidele Mienso
Secretary
Nouvelle Beautée, LLC



Folly Gonael Gnininvi
VP Fundraising
Cox Communications



Euloge Sekle
Treasurer
Bank of America



Marco Kpeglo Leroc
VP Strategic Planning/
Partnership Chair
Marco LeRoc & Co.



Ifeanyi Onubogu
VP Advocacy



2023 Board Members



LaTricia Harris
Member at large
Hayes & Associates, LLC



Philippe Bruce
Member at large
The Bloc



Oluseyi Olowolafe
Member at Large
Olowolafe Law Firm, LLC



John Ouedraogo
Member at Large
Nebraska Realty



Luper Akough
Member at Large
Clout Enterprises



Ali Husain
Member at Large
Bank of America



Toyi Jack Beguedou
Member at Large
Beguedou Insurance
Services LLC



2024 Board Members



Laban Njuguna
Board President and Chair
Zabuni Specialty Coffee



Martine Quartey
VP Membership
Advance Tax Solutions



Fidele Mienso
Secretary
Nouvelle Beautée, LLC



Taylor Johnson
VP Marketing & Public Relations
WOWT



Folly Gonael Gnininvi
VP Fundraising
Cox Communications



Euloge Sekle
Treasurer
Bank of America



VACANT
VP Strategic Planning/
Partnership Chair



Philippe Bruce
VP of Advocacy/Community
Engagement: Philippe Bruce
The Bloc

2024 Board Members



LaTricia Harris
Member at large
Hayes & Associates, LLC



Ishmael Samuel
Member at Large
Paragon



John Ouedraogo
Member at Large
Nebraska Realty



Luper Akough
Member at Large
Clout Enterprises



Ali Husain
Member at Large
Bank of America



Toyi Jack Beguedou
Member at Large
Beguedou Insurance
Services LLC

Membership



+18%

179 members 2022
213 members 2023

+16

86 Women Owned
Businesses 2023

70 Women Owned
Businesses 2022

+12

55 Individuals
2023

43 Individuals
2022

+07

85 Corporations
2023

78 Corporations
2022

+08

31 Non-Profits
2023

23 Women Owned
2022



Notable Achievements in 2023

+2

New Staff
Members
including CEO

+2

Contractors
2 Vacant intern
positions Membership
and Advocacy

+02

Outreach trip
to Western NE

+2

National
Conferences

+2

State
Conferences

+3

New Programs

+01

Statewide
Partnership
Intern NE

+100

Collaborations

+2

Offices
Yates Illuminates
Headquarters



Programs



Power Hour



MAC Xcelerator

Members Business
Emergency Assistance
Fund



Power Hour is a monthly business development series held virtually for members to connect directly with working professionals in small businesses in various capacities, from business owners, physicians, and educators, to finance and legal representatives.



Speaker
Mynasha Spencer
Inclusion Strategist
All of Us Together Co.



Speakers
Tips to grow and scale your
business



Speaker
Nezzie Hardges
Community Director
Elevator Co-Warehousing +
Community



Speaker
Dr. AnnMarie Marlier
Executive Director
Business Ethics Alliance

13	13+	16+	2860+
Sessions	Hours	Speakers	Reach



We launched the Pitch Black Accelerator Program (PBA), which is now the MAC Xcelerator program (MAC-X). This enterprise accelerator program is designed to strengthen, energize, and support startups and small businesses led by BIPOC entrepreneurs in Nebraska and throughout the Midlands. The MAC-X cohort participants will earn financial incentives and can choose to apply for the Pitch Black competition.



02

Sessions

36

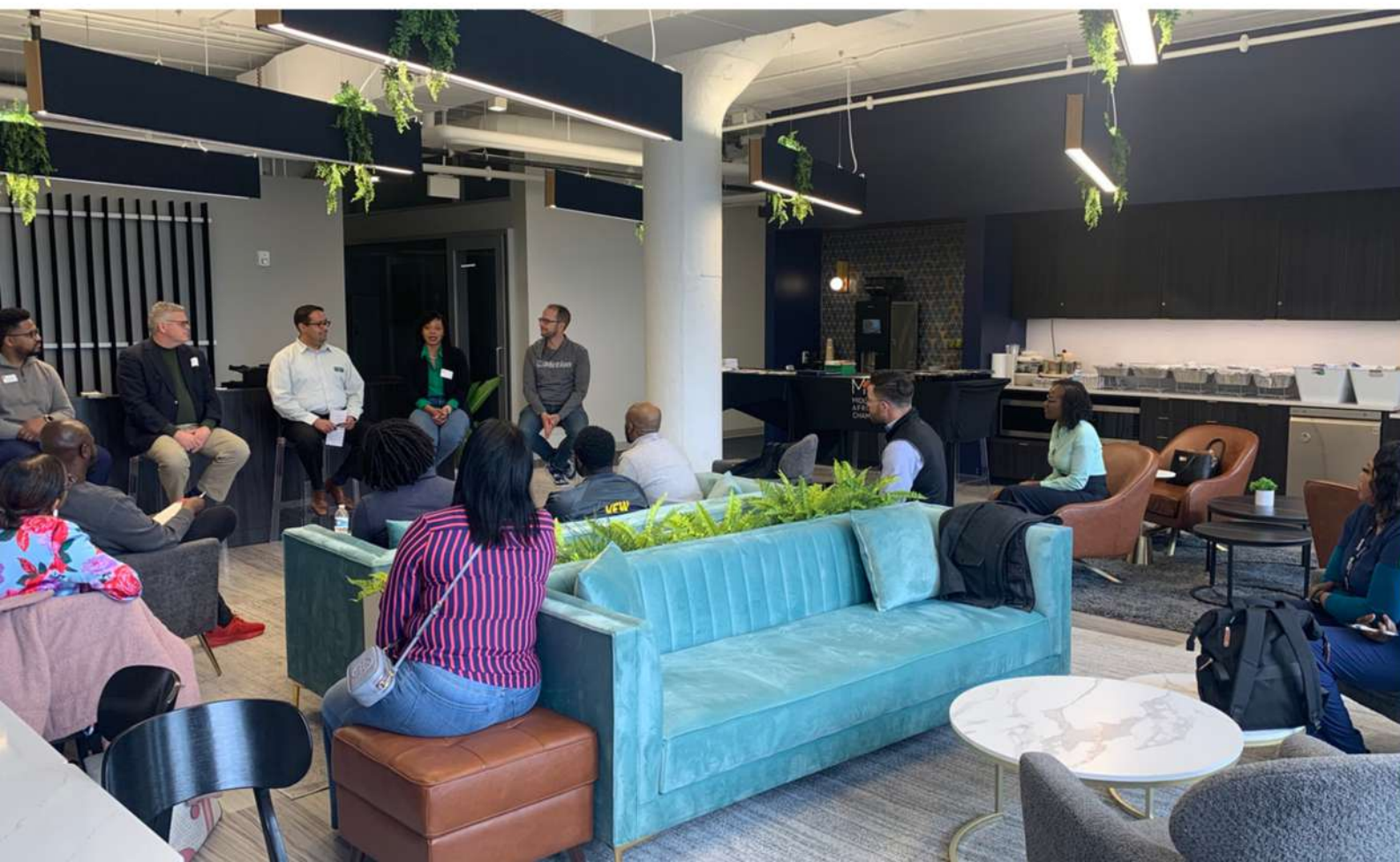
Participants

06

Business
Funded

15

Pending
Funding





Our Foundation's Programs



Umoja Unity Series



Rising CEOs



Suit UP

MAC Foundation
Scholarships Fund



Rising CEOs is a ten-week program designed to help refugees and BIPOC teens learn leadership, technology, and entrepreneurship skills.

02

Sessions

36

Participants

04

Business
Funded







SUIT UP!

Suit Up is a program that provides resume coaching, headshots, career counseling and business attire to at-risk, immigrant, and refugee youth.

04
Sessions

118+
Participants









Umoja Unity Forum Series is a program that encourages unity, collaboration, and fellowship amongst the African immigrants and African American communities in Nebraska. We collaborated with Black Men United in the Bridging the Gap forum and also with Untamed.

04	5+	10	1932+
Sessions	Hours	Speakers	Reach



MAC FOUNDATION SCHOLARSHIP FUND

The MAC Foundation Scholarships have been established to assist Black, refugee, and immigrant high school seniors and college students studying Accounting, Finance, Law, and STEM (Science, Technology, Engineering, and Mathematics).

We are pleased to announce the MAC Foundation Scholarship application is open to applicants.

\$12K
Scholarship
Funding

12
Recipients





Our Events



**PITCH
BLACK**

Pitch Black Conference



Ribbon Cuttings

Unbuntu

Unbuntu Mixer



Roll Call



Contractors
Connect
Luncheon



Gratitude Gala and
Awards



Ribbon Cutting & Grand opennings

Ribbon-cutting events orchestrated by the Chamber to promote new black-owned businesses to the Greater Omaha area in conjunction with local government and chamber officials.

13

Ceremonies

500+

Attendees







ROLL CALL

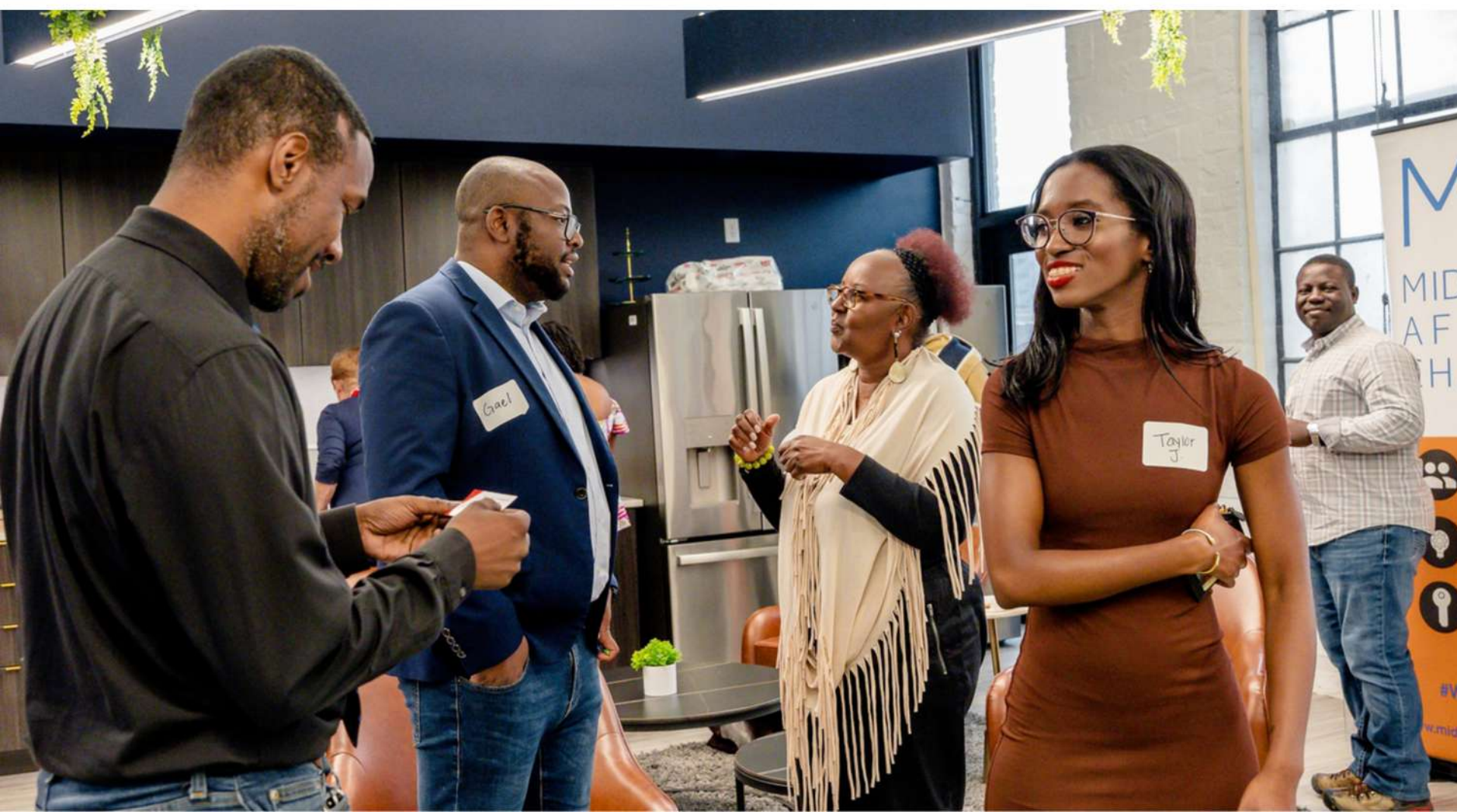
- Roll Calls are monthly business networking events for MAC members and other business professionals to gather, promote, and share ideas, while patronizing area minority-owned businesses.
- These events help harness the business-to-business connections of our members and increase our members' social capital.



10
Sessions

235+
Attendees

12+
Speakers





The Contractor Connect Luncheon is a supplier diversity event designed to connect underrepresented, small contractors to general contractors and procurement officers in Nebraska and throughout the Midlands.

03

Sessions

100+

Attendees







The annual Unbuntu Mixer connects minority founders with local funders, venture capitalists and angel investors in a relaxed stress free atmosphere.





**PITCH
BLACK**

Pitch Black competition is a business competition where 20 applicants and six judges have presented and reviewed elevator pitches for five finalists to compete in front of a live audience to win up to \$10000 in Omaha, Nebraska.

Notable partnerships and sponsorships include the United Way of the Midlands, Weitz Family Foundation, Metropolitan Community College, Wells Fargo, First National Bank, Google, Meta, OPPD, etc.



03

Events since 2020

800+

Attendees

15

Business Funded

\$120k

In-kind prizes

\$73.5k

Equity free Funding

5 Finalists

- **First place and investors' choice winner:** Local Art Plug, LLC \$10,000 + \$5,000
- **Second place:** Cherish Perkins, LLC \$5,000
- **Third place:** Serenity Homes Solutions, LLC \$ 2,500
- **Fourth place:** Island Chill, LLC \$1,000
- **Fifth place:** GreenLexi, LLC \$1,000







Our Gratitude Gala is dedicated to recognizing the efforts of volunteers, community leaders, and organizations that have championed diversity equity and inclusion and supporters members of the Midlands African Chamber, Inc.

230+	08	61
Attendees	Awardees	Nominees







2023 Gratitude Awards Winners

CONGRATULATIONS

2023

FOUNDERS AWARD

Black Excellence

African immigrant family services, Inc

MAC
MIDLANDS
AFRICAN
CHAMBER

GRATITUDE AWARDS



ADAMA SAWADOGO

CONGRATULATIONS

2023

MAC CHAMPION

Black Excellence

Nebraska Enterprise Fund

MAC
MIDLANDS
AFRICAN
CHAMBER

GRATITUDE AWARDS



JIM REIFF



2023 Gratitude Awards Winners

CONGRATULATIONS

GRATITUDE AWARDS

2023

SMALL BUSINESS OF THE YEAR

Black Excellence

Kreative Ways LLC

MAC
MIDLANDS AFRICAN CHAMBER



SARAH VIDEGLA

CONGRATULATIONS

GRATITUDE AWARDS

2023

INCLUSION LEADER AWARD

Black Excellence

Hayes & Associates, LLC

MAC
MIDLANDS AFRICAN CHAMBER



FRANK HAYES



2023 Gratitude Awards Winners

CONGRATULATIONS

2023

PHILANTHROPIC
STAR OF
THE YEAR

Black Excellence

**Room For
Roots, Inc.**

BRIDGETT BELSKY

MAC
MIDLANDS
AFRICAN
CHAMBER

GAL
GRATITUDE
AWARDS

CONGRATULATIONS

2023

LARGE
BUSINESS
OF THE
YEAR

Black Excellence

Wells Fargo

**CRISTINA.V.CASTRO-
MATUKEWICZ**

MAC
MIDLANDS
AFRICAN
CHAMBER

GAL
GRATITUDE
AWARDS



2023 Gratitude Awards Winners

CONGRATULATIONS



Black Excellence

Lena Riley

LINKEDIN



CONGRATULATIONS



Black Excellence

**Oluseyi
Olowolafe**



100+ Collaborations



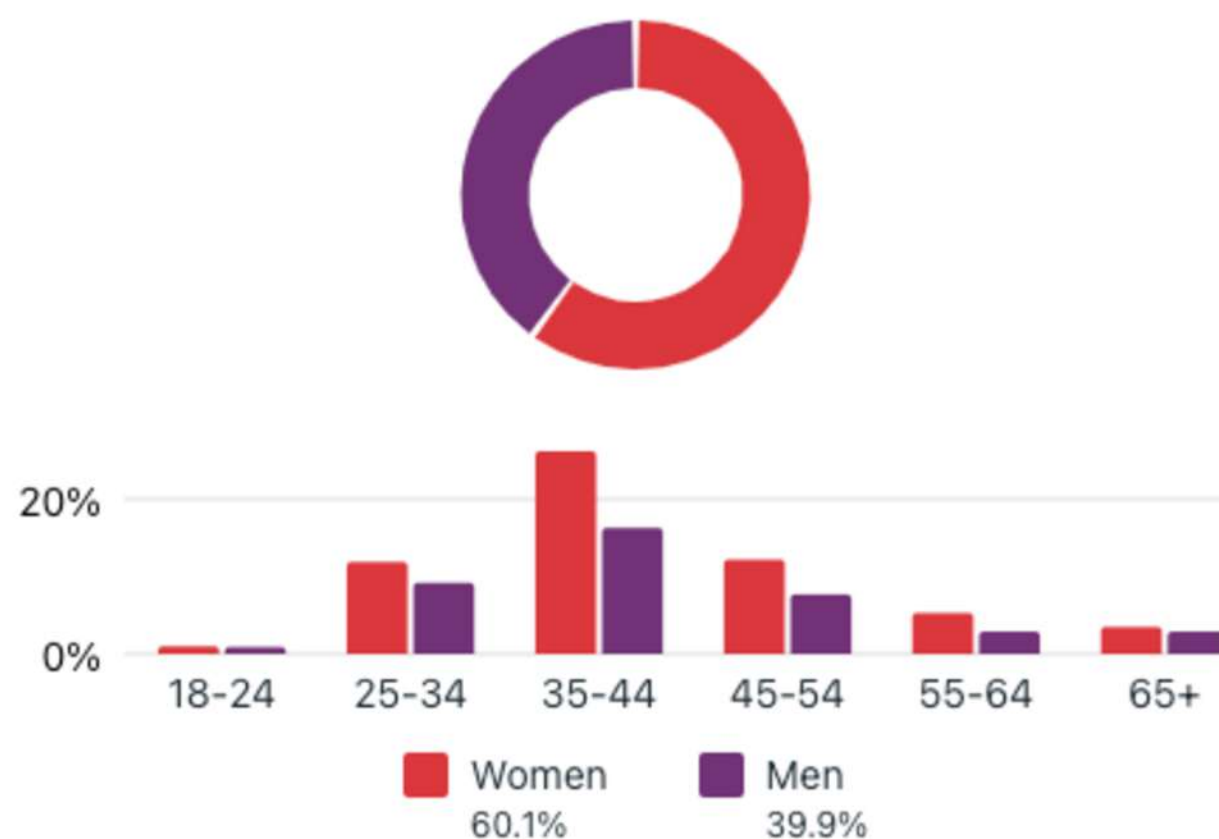


Facebook and Instagram Audience

Facebook followers ⓘ

2,234

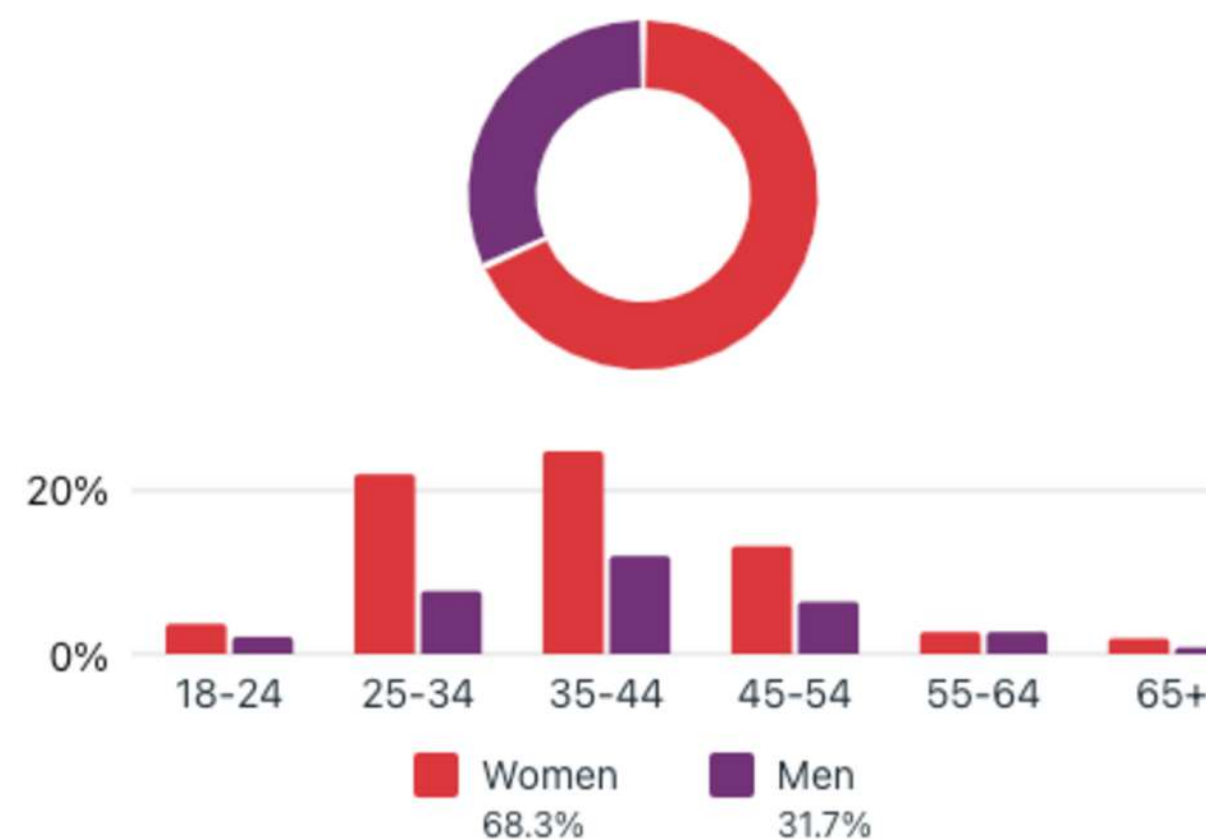
Age & gender ⓘ



Instagram followers ⓘ

483

Age & gender ⓘ



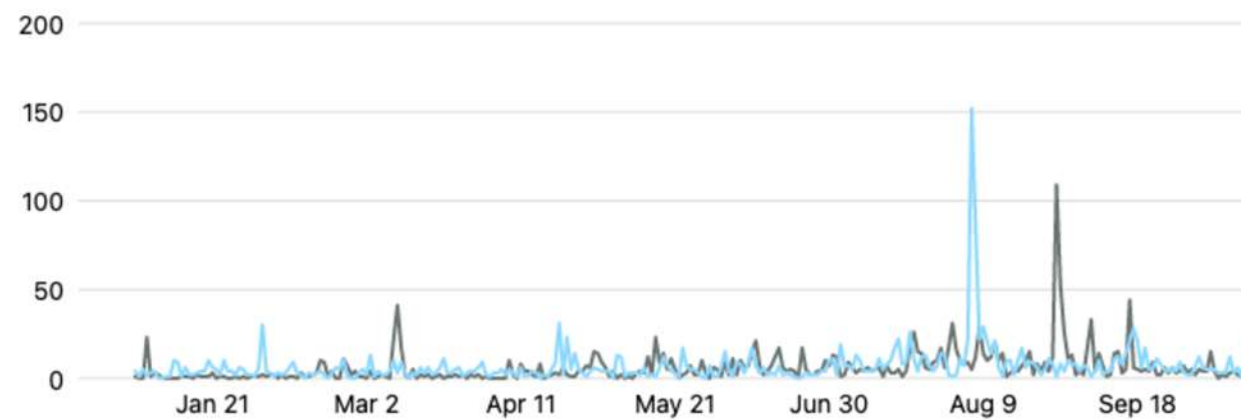
Facebook and Instagram Page Visits and Reach



Page and profile visits

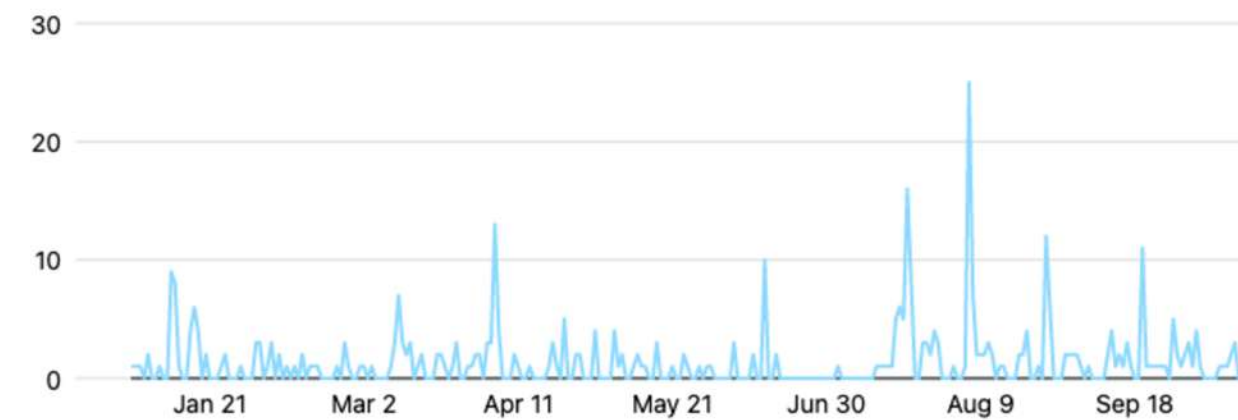
Facebook Page visits ⓘ

2,038 ↑ 17.1%



Instagram profile visits ⓘ

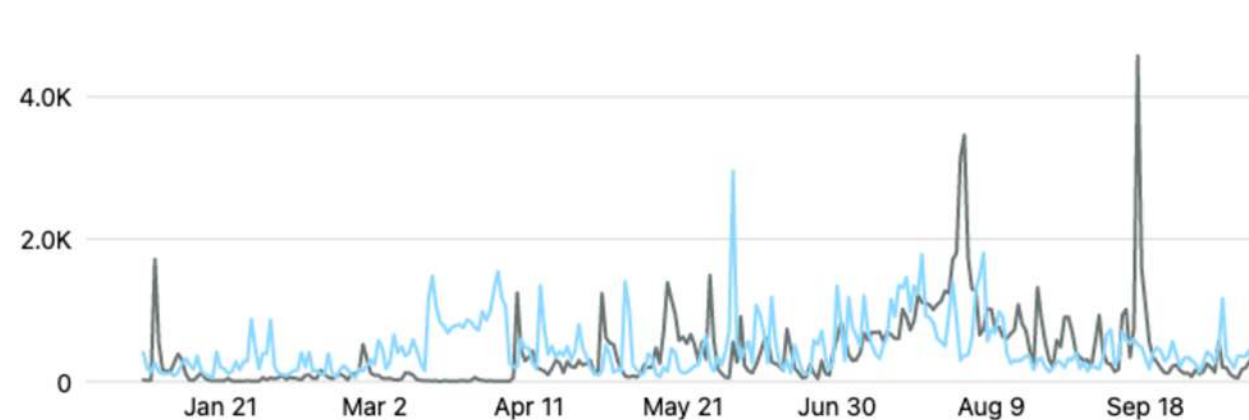
395 ↑ 100%



Reach

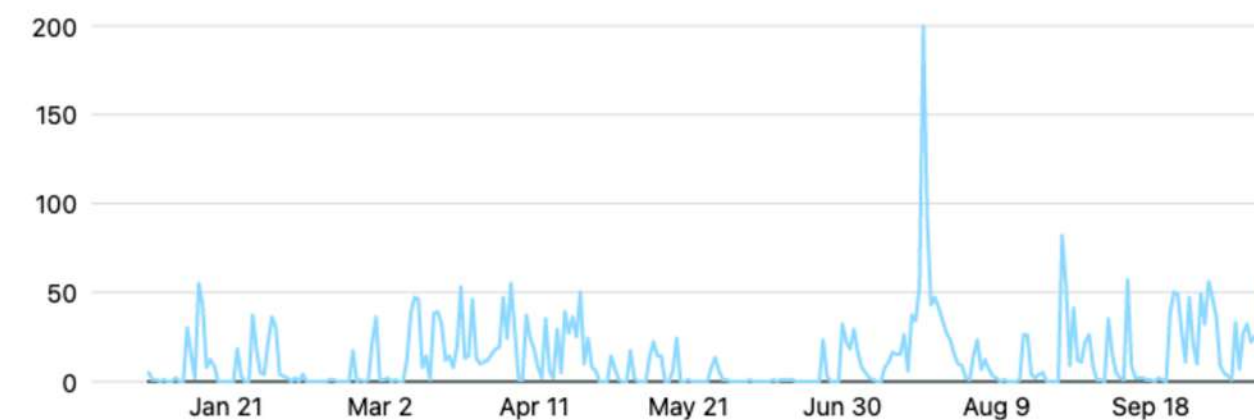
Facebook Page reach ⓘ

44,985 ↓ 27.7%



Instagram reach ⓘ

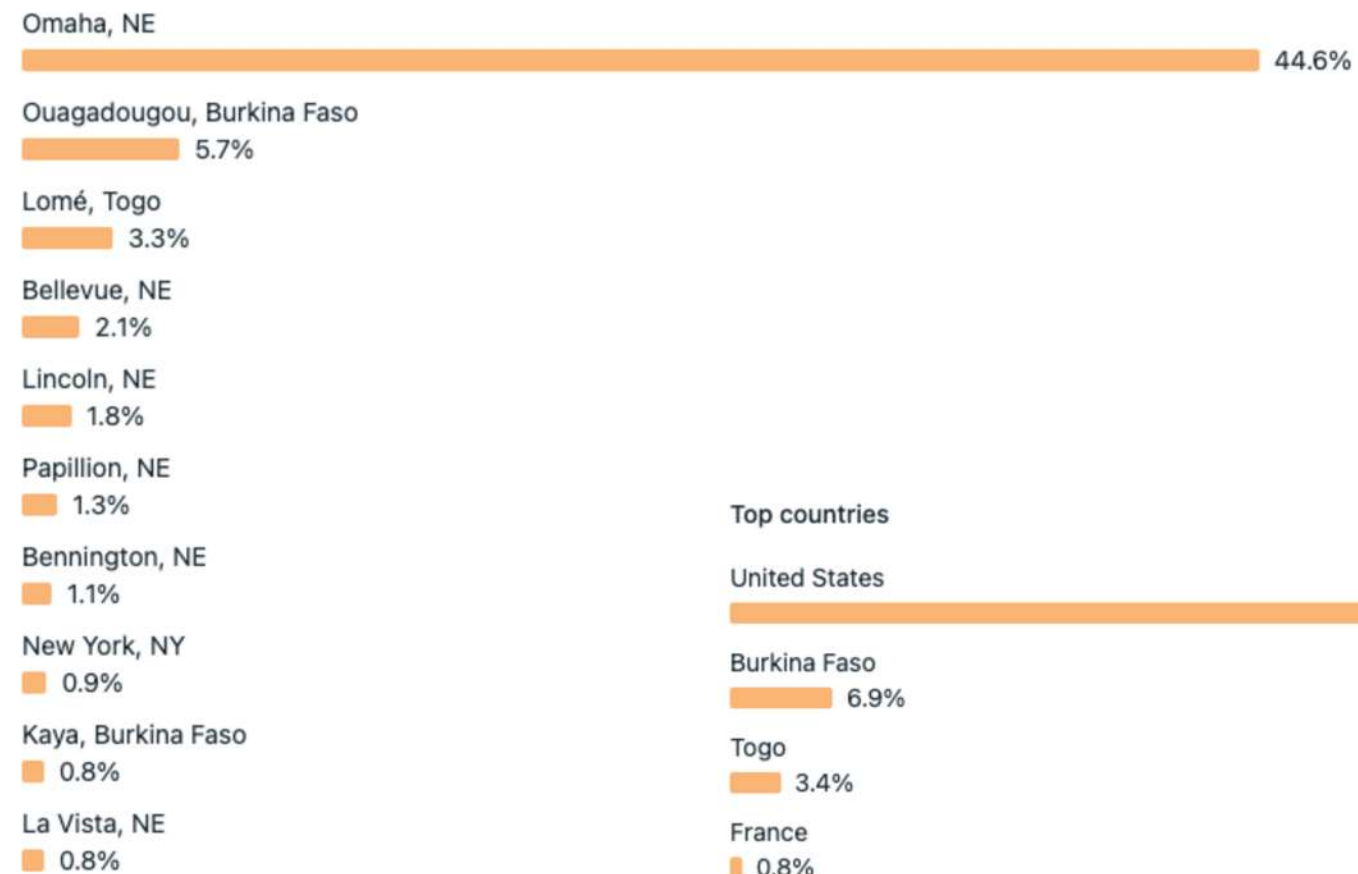
817 ↑ 100%



Visits By Locations



Top cities



Top cities



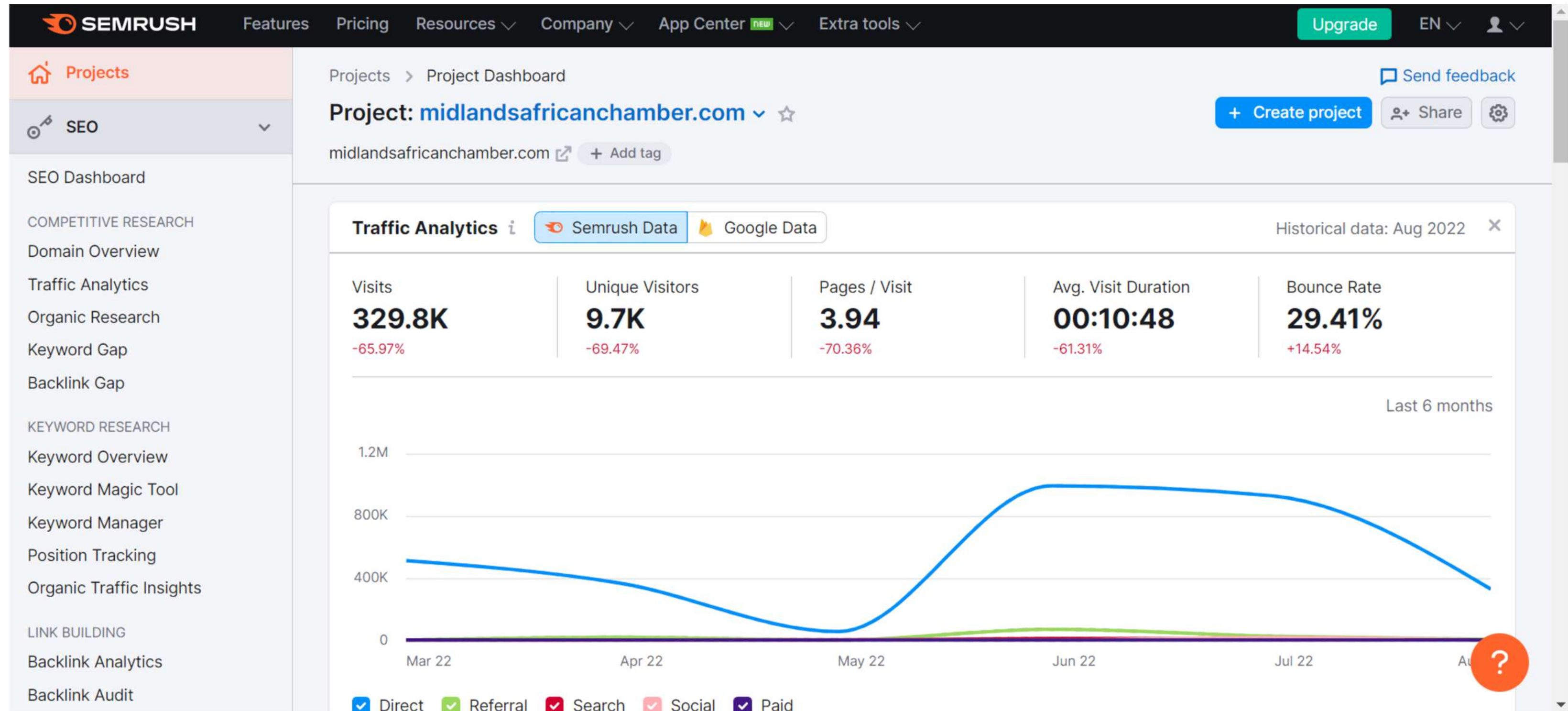
Top countries



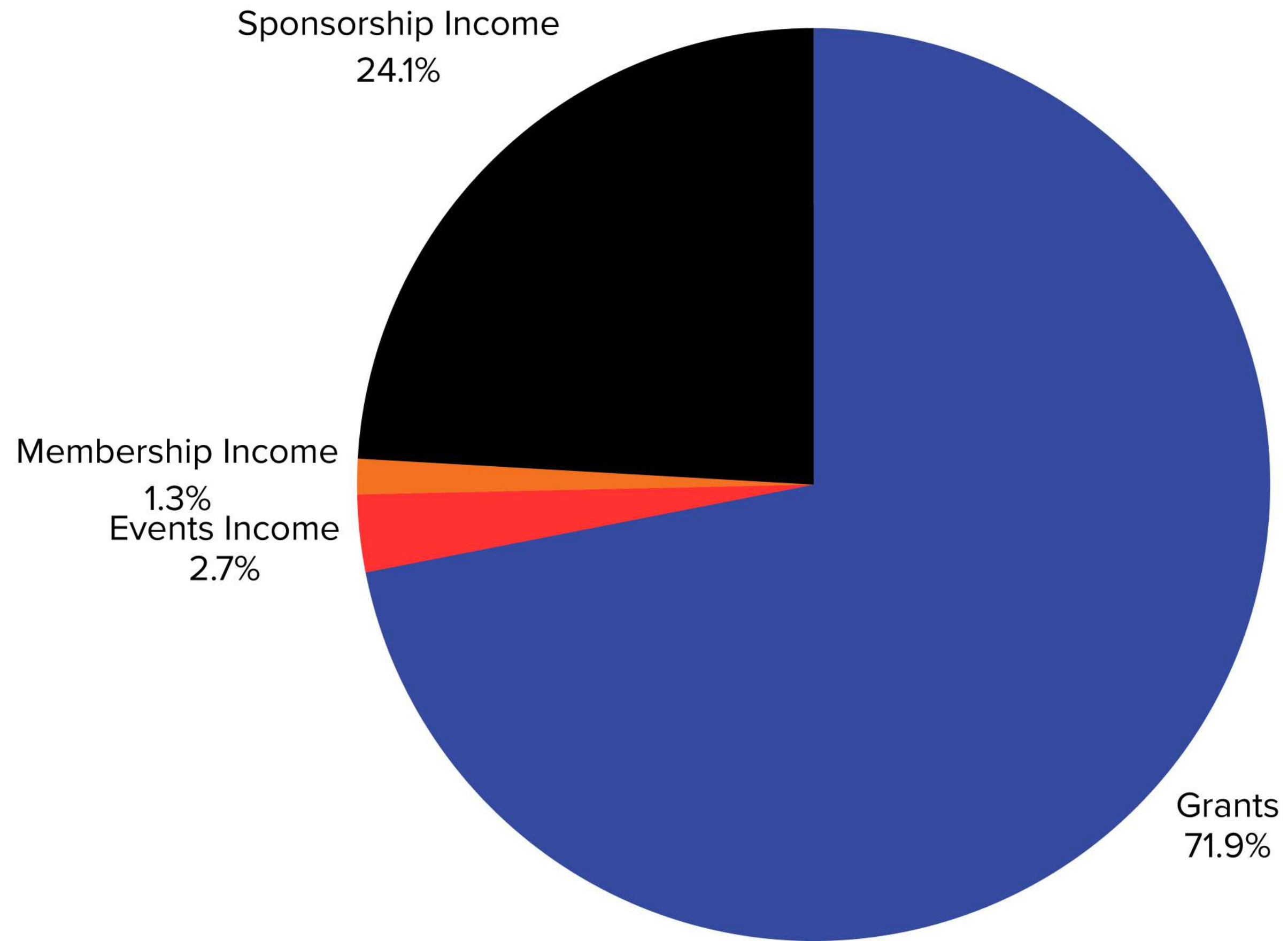
Top countries



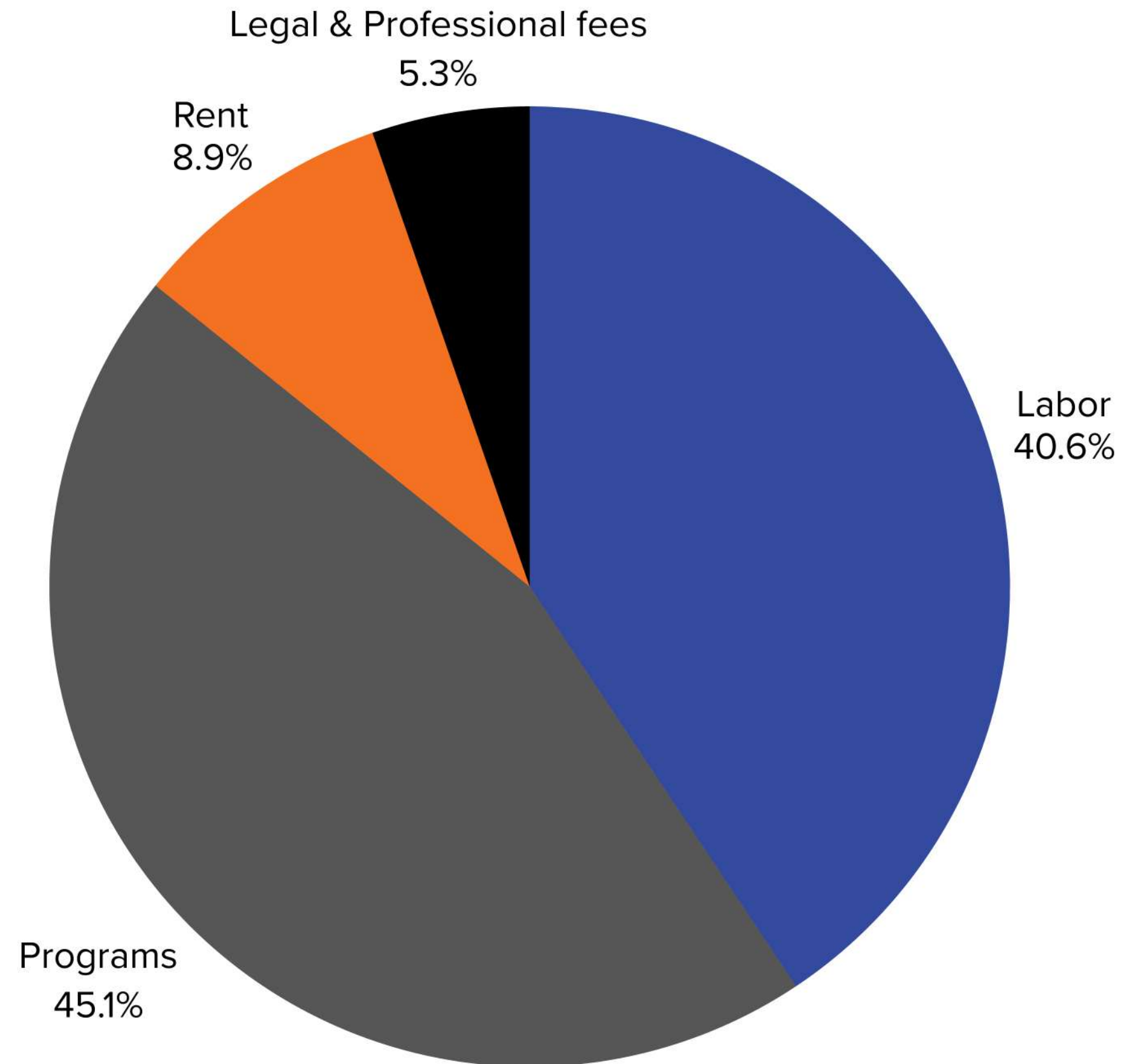
MAC Website Traffic Analytics



MAC Revenues 2023



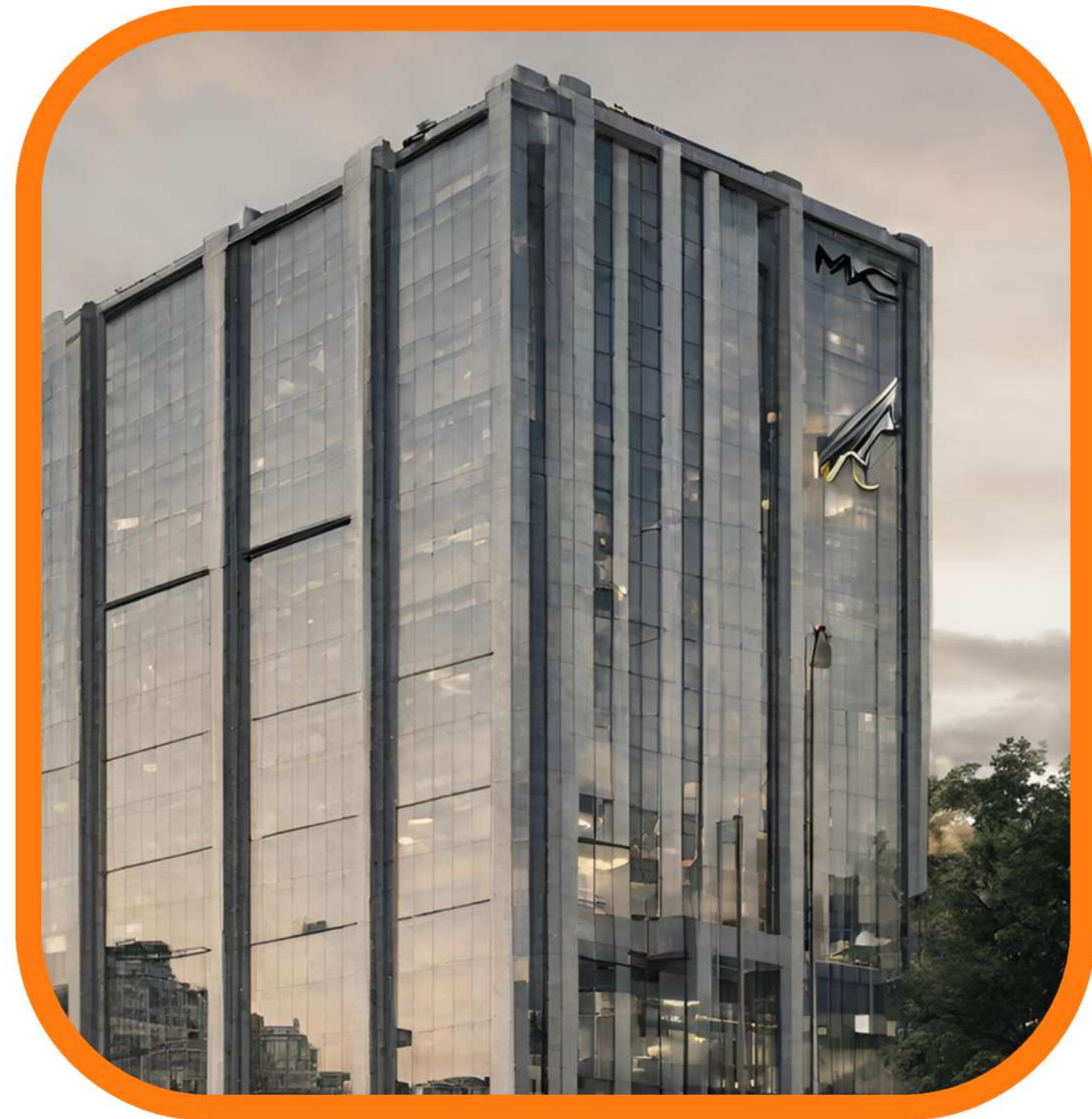
MAC Expenses 2023





2024 Outlook

- Increase fundraising efforts
- Increase membership levels
- Expand advocacy outreach
- Expand Capacity
- Plan Capital Campaign





Five Years Outlook

- Expand membership throughout the Midlands
- Deepen advocacy relationships with Local, State, and Federal officials
- Evolve into a sustainable, fully staffed Chamber
- Execute Capital Campaign and acquire real estate to host business incubator center
- Create the MAC Venture Capital Fund





Thank you!

